

## **Academic and Non- Academic Unit Business Model Canvas**

This model has been adopted from the well-known Business Canvas Model Design Template initially proposed by Alexander Osterwalder in 2005. It is one of the key foundations of the lean start-up strategy and it has been valuable for new start-ups as well as existing companies to ideate, record and communicate what they do. It enables organizations to determine new opportunities in the cost structure, innovate new revenue streams, examine their customer segments, and find new channels to reach new customers.

The proposed canvas model can be deployed at the front-end of your DEI discussions as a diagnostic tool. It will help your unit to re-examine your mission/goals and activities, both recurring and non-recurring, your team, partners and stakeholders, your key assets/resources, revenue, cost structure, and most importantly, the unit's value propositions as they relate to each segment of your stakeholders.

The model will enable you to understand, collectively change, record, and communicate these key elements of your unit. From the DEI perspective, we believe that you will be able to identify program features that have negative interactions with core values, for example, DEI values with the intention of strengthening the unit. It may also be a way to collectively discuss ideas that will improve your unit's culture towards sustainable DEI strategies.

We propose that this be completed prior to developing specific DEI actions plans, which would be related to the identified value proposition for each of your stakeholders.

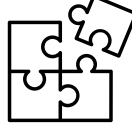


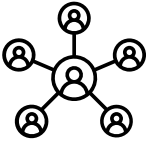

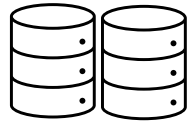
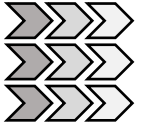
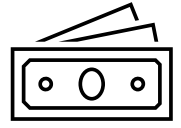

# Unit Business Model Canvas

Unit Name:

Team Names:

Date:

Version No.:

<p><b>Key Partners:</b> -Who do you partner with to reach your mission?</p>  <p><b>Internal Partners:</b></p> <p><b>External Partners:</b></p>	<p><b>Key Activities:</b> -Through which activities do you serve your stakeholders?</p>  <p><b>Recurring:</b> -Undergraduate education -Graduate education -Co-curricular support activities -Public services</p> <p><b>Non-Recurring:</b></p>	<p><b>Value Propositions:</b> - Mission/purpose Expectations -Measurable Outcomes - Success Metrics -Are your value propositions meeting the needs of stakeholders of diverse identities and backgrounds?</p> 	<p><b>Relationships with Stakeholders:</b> -What relationships do you engage in to deliver your value propositions?</p> 	<p><b>Stakeholders:</b> Who do you serve? -Students -Faculty &amp; staff - How diverse are your stakeholders?</p> 
	<p><b>Key Resources:</b> -What key resources do you have (need) to provide your services? -Financial -People -Space &amp; Equipment</p> 		<p><b>Channels to Reach Stakeholders:</b> -How are you reaching them? -How are you drawing them -Are your channels delivering diverse stakeholders?</p> 	
<p><b>Cost Structure:</b></p> 		<p><b>Revenue Streams:</b> -How do your activities/services translate to revenue?</p> 		

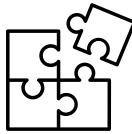


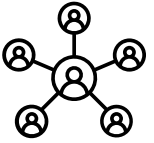
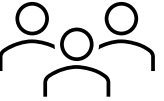
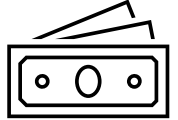


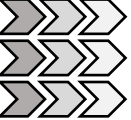
# Unit Business Model Canvas

Unit Name:

Team Names:

Date:

Version No.:

<p><b><u>Key Partners:</u></b> </p> <p><b><u>Internal Partners:</u></b></p> <p><b><u>External Partners:</u></b></p>	<p><b><u>Key Activities:</u></b></p> <p><b><u>Recurring:</u></b> </p> <p><b><u>Non-Recurring:</u></b></p>	<p><b><u>Value Propositions:</u></b> </p>	<p><b><u>Relationships with Stakeholders:</u></b> </p>	<p><b><u>Stakeholders:</u></b> </p>
<p><b><u>Cost Structure:</u></b> </p>	<p><b><u>Revenue Streams:</u></b> </p>			
	<p><b><u>Key Resources:</u></b> </p>		<p><b><u>Channels to Reach Stakeholders:</u></b> </p>	